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What is Claimed:

1. A wet stick pressure sensitive adhesive comprising the polymerization product of:

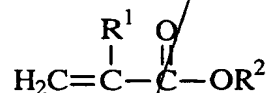
(a) about 30 to about 70 parts by weight of an (meth)acrylate ester monomer wherein the (meth)acrylate ester monomer, when homopolymerized, has a Tg of less than about 10°C;

(b) about 70 to about 30 parts by weight of a hydrophilic acidic comonomer; and

(c) about 10 to 100 parts based on 100 parts (a) + (b) of a non-reactive plasticizing agent,

wherein the pressure sensitive adhesive adheres to wet substrate surfaces.

2. The wet stick pressure sensitive adhesive according to claim 1 wherein the (meth)acrylate ester monomers has the following general formula:



wherein R¹ is H or CH₃, the latter corresponding to where the (meth)acrylate monomer is a methacrylate monomer and R² is linear or branched hydrocarbon groups and may contain one or more heteroatoms and the number of carbon atoms in the hydrocarbon group is about 4 to about 12.

3. The wet stick pressure sensitive adhesive according to claim 2 wherein the (meth)acrylate ester monomer is n-butyl acrylate, 2-ethylhexyl acrylate, isooctyl acrylate, lauryl acrylate, or mixture thereof.

4. The wet stick pressure sensitive adhesive according to claim 1 wherein the hydrophilic acidic monomer is ethylenically unsaturated carboxylic acids, ethylenically unsaturated sulfonic acids, ethylenically unsaturated phosphonic acids, or mixtures thereof.

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5. The wet stick pressure sensitive adhesive according to claim 4 wherein the hydrophilic acidic monomer is an ethylenically unsaturated carboxylic acid.

6. The wet stick pressure sensitive adhesive according to claim 1 wherein the plasticizing agent is selected from the group consisting of polyalkylene oxides, alkyl or aryl functionalized polyalkylene oxides, benzoyl functionalized polyethers, monomethyl ethers of polyethylene oxides and mixtures thereof.

7. A coated article comprising a backing/liner coated with the wet stick pressure sensitive adhesive of claim 1.

8. A method for preparing a wet stick pressure sensitive adhesive comprising the steps of:

(a) combining a solventless polymerizable mixture comprising:

(i) about 30 to about 70 parts by weight of an (meth)acrylate ester wherein the (meth)acrylate ester, when homopolymerized, has a Tg of less than about 10°C;

(ii) about 70 to about 30 parts by weight of a hydrophilic acidic comonomer; and

(iii) about 10 to 100 parts based on 100 parts of the sum of components (a) + (b) of a non-volatile, non-reactive plasticizing agent;

(b) polymerizing the solventless polymerizable mixture to form the pressure sensitive adhesive that adheres to wet substrate surfaces.

9. A method for preparing a wet stick pressure sensitive adhesive comprising the steps of:

(a) combining a solventless polymerizable mixture comprising:

(i) about 30 to about 70 parts by weight of an (meth)acrylate ester wherein the (meth)acrylate ester, when homopolymerized, has a Tg of less than about 10°C;

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(ii) about 70 to about 30 parts by weight of a hydrophilic acidic comonomer; and

(iii) about 10 to 100 parts based on 100 parts of the sum of components (a) + (b) of a non volatile, non-reactive plasticizing agent;

(b) enveloping the polymerizable mixture in a packaging material;

(c) exposing the enveloped polymerizable mixture to sufficient radiation to polymerize the polymerizable mixture and to form the pressure sensitive adhesive that adheres to wet substrate surfaces.

10 10. A method for preparing a wet stick pressure sensitive adhesive comprising the steps of:

(a) preparing a prepolymeric syrup comprising:

(i) about 30 to about 70 parts by weight of an (meth)acrylate ester wherein the (meth)acrylate ester, when homopolymerized, has a Tg of less than about 10°C; and

(ii) about 70 to about 30 parts by weight of a hydrophilic acidic comonomer;

(b) combining the prepolymeric syrup with about 10 to 100 parts based on 100 parts of the sum of components (i) + (ii) of a non-reactive plasticizing agent to form a mixture/blend;

(c) exposing the enveloped polymerizable mixture to sufficient radiation to polymerize the polymerizable mixture and to form the pressure sensitive adhesive that adheres to wet substrate surfaces.

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